

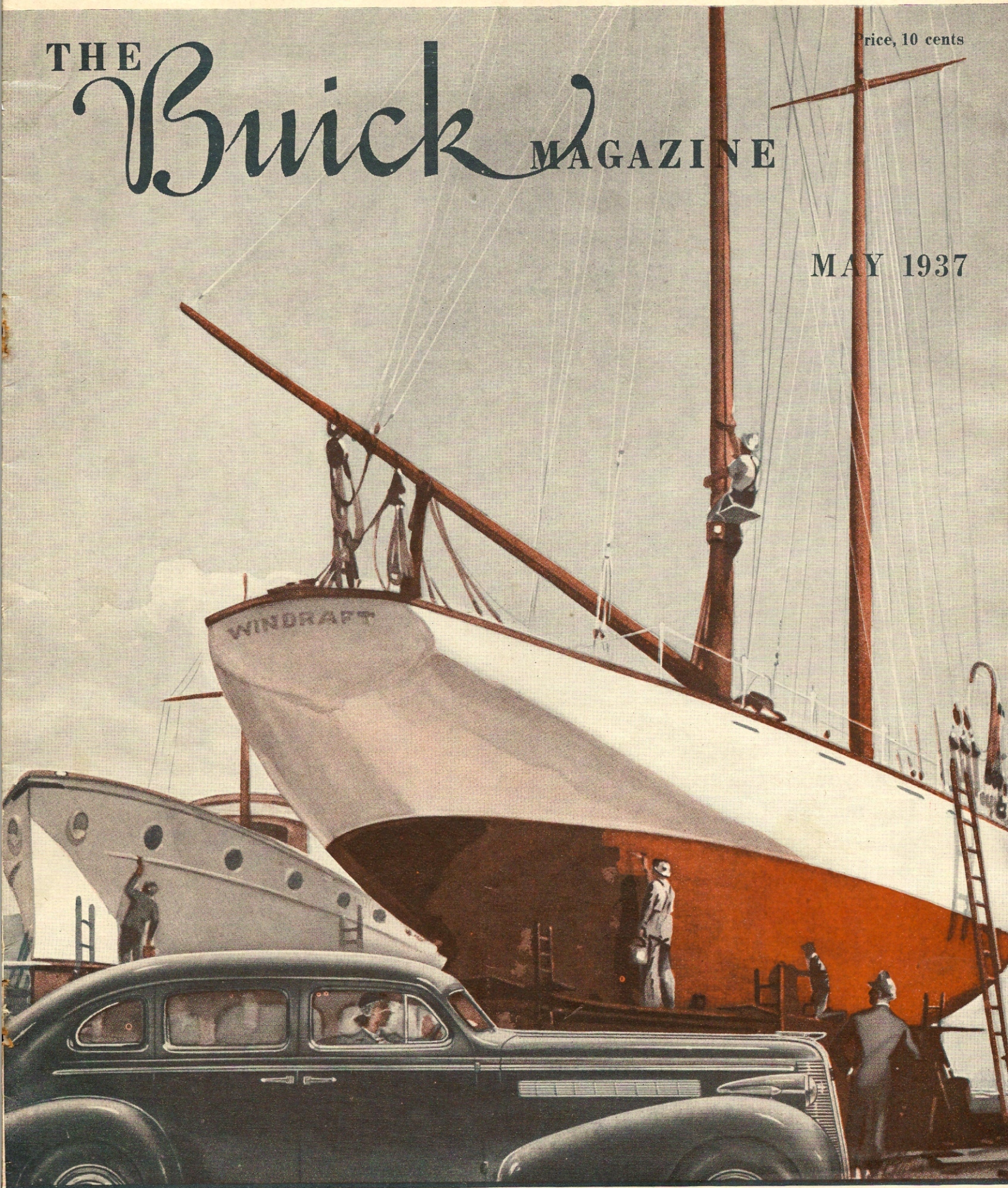
THE

Buick

MAGAZINE

Price, 10 cents

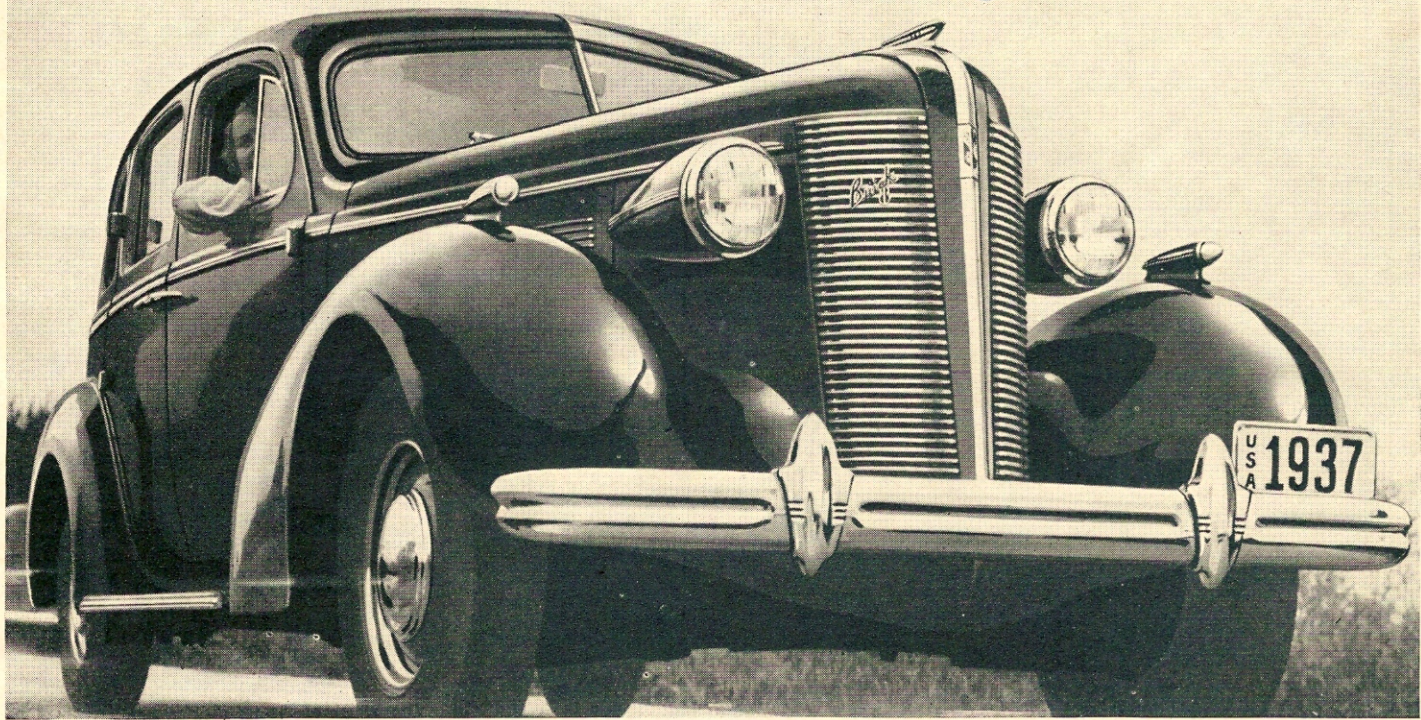
MAY 1937



THIS ISSUE PRESENTS: "A FAIR LOOKS FORWARD" • "BUILDERS OF MEN"
TULIP TIME • "THE GIRL SCOUTS REMEMBER" • "PENNSYLVANIA'S POCONOS"

Can't get around it..

"It's Buick again!"



GO EASY on your accelerator pedal when you see this trim beauty out in front! This man's got the plenty-power of a Buick valve-in-head straight-eight engine at his command—if you go around it'll be at his courtesy. And don't get too close—for his tiptoe hydraulic brakes are quick and sure and straight-line in their action—better give yourself plenty of stopping space for safety's sake. Better yet—get in a Buick yourself. Then at least you'll be a match for the leader—and far ahead of the rest of the crowd in power, steadiness, comfort, style. Prices are now at the lowest level in all Buick history.

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

NOTE—NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES: Valve-in-Head, Straight-Eight Engine . . . Anolite Pistons . . . Aerobart Carburetor . . . Sealed Chassis . . . Torque-Tube Drive . . . Unisteel Body by Fisher . . . Tiptoe Hydraulic Brakes . . . Knee-Action Comfort and Safety . . . "High Output" Generator . . . Jumbo Luggage Compartments . . . Double Stabilization . . . Safety Glass.

WHEN
BETTER AUTOMOBILES
ARE BUILT BUICK
WILL BUILD THEM.

LOWEST PRICE EVER ON A BUICK 4-DOOR SEDAN!

The beautifully big, buoyantly able Buick Special 4-door sedan today delivers at a price almost as low as the average for six-cylinder four-door sedans outside the lowest price field. Compare delivered prices and discover how very little more buys Buick's straight-eight smoothness, valve-in-head thrift, 100-horse-power mobility and immeasurably greater performance, comfort and style!

GENERAL MOTORS TERMS TO SUIT YOUR LIKING

Since time and distance make impossible the frequent, friendly meetings which we at Buick would like to enjoy with Buick owners and other motorists, this magazine comes to you as a cordial handshake, assuring you that we are happy to have you and yours as members of the Buick family

A Fair looks Forward

*New York World's Fair
will permit us a glimpse
into the world of tomorrow*

ONE brief year ago, Father Knickerbocker was still dumping his ash cans in the Flushing Valley. Two years hence, he will welcome you and 50,000,000 others to this same valley in Queens to view an amazing masterpiece—the world's fair of the future.

Other fairs have looked backward, seeking to interpret the past. But New York has buried the ashes of the past deep under new soil. Upon this, the New York World's Fair corporation is building a correlated picture that will interpret the present and that will attempt to project the factors of that picture far enough into the future to help us glimpse the world of tomorrow.

Yet the official opening of this masterpiece fair will be commemorative. The gates will swing open on April 30, 1939, just one hundred and fifty years from the day that George Washington first took the oath of office as president of the United States.

ALREADY it is certain that this will be a fair worth seeing. The world will be there. Thirty-seven nations have signified their intention to exhibit. The International Convention Bureau has designated the New York World's Fair as the exclusive international exhibit for the year 1939, and most, if not all, of its twenty-one members will participate. Many South American countries will swell the number.

The United States, of course, will be well represented. An act authorizing federal participation has been introduced in Congress, and state after state is preparing its New York World's Fair commission or considering its participation. One exhibitor is expecting to invest \$4,500,000 in his display.

In short, there is every assurance that anyone can get a comprehensive picture of what most of the world is like in 1939 merely by traveling a few minutes from the heart of Manhattan and paying a nominal entrance charge.

INSIDE the gates, he will find himself in a beautiful rolling park shaded by venerable trees, dotted with lagoons, and occupied by some 300 buildings resplendent in the official colors of Dutch Orange and New York City Blue. All about him, he will find a wealth of interesting and educational exhibits, all thoughtfully grouped for his greatest convenience and enjoyment.

The dominating architectural features of the fair will be the 200-foot "perisphere" and the 700-foot "trylon" beside it. The great sphere will be so constructed that it seems to float in the air, on jets of water. Access to it will be by glass-enclosed escalators across a pool. Inside, the fair visitor will look upward into a star-studded sky and downward upon

Key buildings of the fair. Inside this giant sphere, tall as an eighteen-story building, is an amphitheatre as wide as Radio City Music Hall and twice as high

JOHN WENRICH

a panorama of city, town, and countryside picturing the world of tomorrow.

Exit from the sphere will be over a connecting walk into the base of the trylon. There, the visitor can descend by a 900-foot ramp, which will command an extensive view of the entire expanse of the fair. The slender shaft of the trylon will be the "Voice of the Fair," and announcements will be broadcast from its top.

At night, the sphere will be flooded with light. The trylon, however, will not be illuminated, but will seem to taper upward far away into the night.

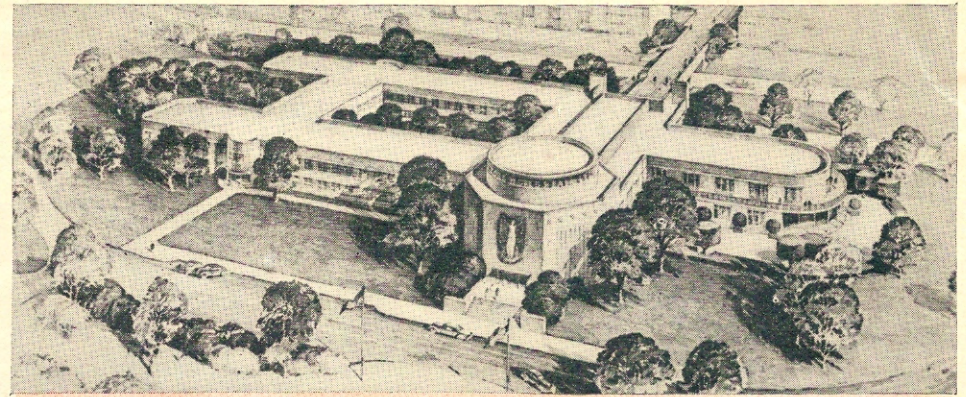
Both buildings were designed by Architects Wallace K. Harrison and J. Andre Fouilnoux, who helped to create the world-famous Rockefeller Center.

THE fair will radiate from the perisphere. The basic design divides the ground into zones, or sectors, like a great new city scientifically planned to make each sector stand out on its own as an integral part of the whole. To accomplish this zoning, the Fair Corporation has charted the site and decreed that exhibitors may not choose their own locations. Instead, space will be allotted according to the zone plan. All goods, devices, or projected ideas will be classified and placed in order. Nothing will be haphazard, not even the amusement area that faces the lagoons.

Entertainment and special events will be no afterthought of the fair. They are being provided for in advance, in every phase of the planning.

Seven basic classifications—Comfort, Government, Welfare, Means of Communication, Means of Transportation, Means of Distribution, and Means of Production—have been defined in a plan to make the vast array of material orderly and intelligible to every visitor.

The fair will be a notably easy one to see. New York City itself is a focal point in every American travel map. Every line of



General headquarters. Here is the architect's drawing of the General Administration Building, on Grand Central Parkway, into which the fair's executive personnel will move this fall

travel leads to the metropolis. The fair, in turn, is but a few minutes' ride from the center of New York, and facilities will be maintained for transporting crowds between city and fair at the rate of 160,000 an hour. Although the average daily attendance is expected to be some 250,000, the fair is being planned to accommodate 800,000 visitors a day.

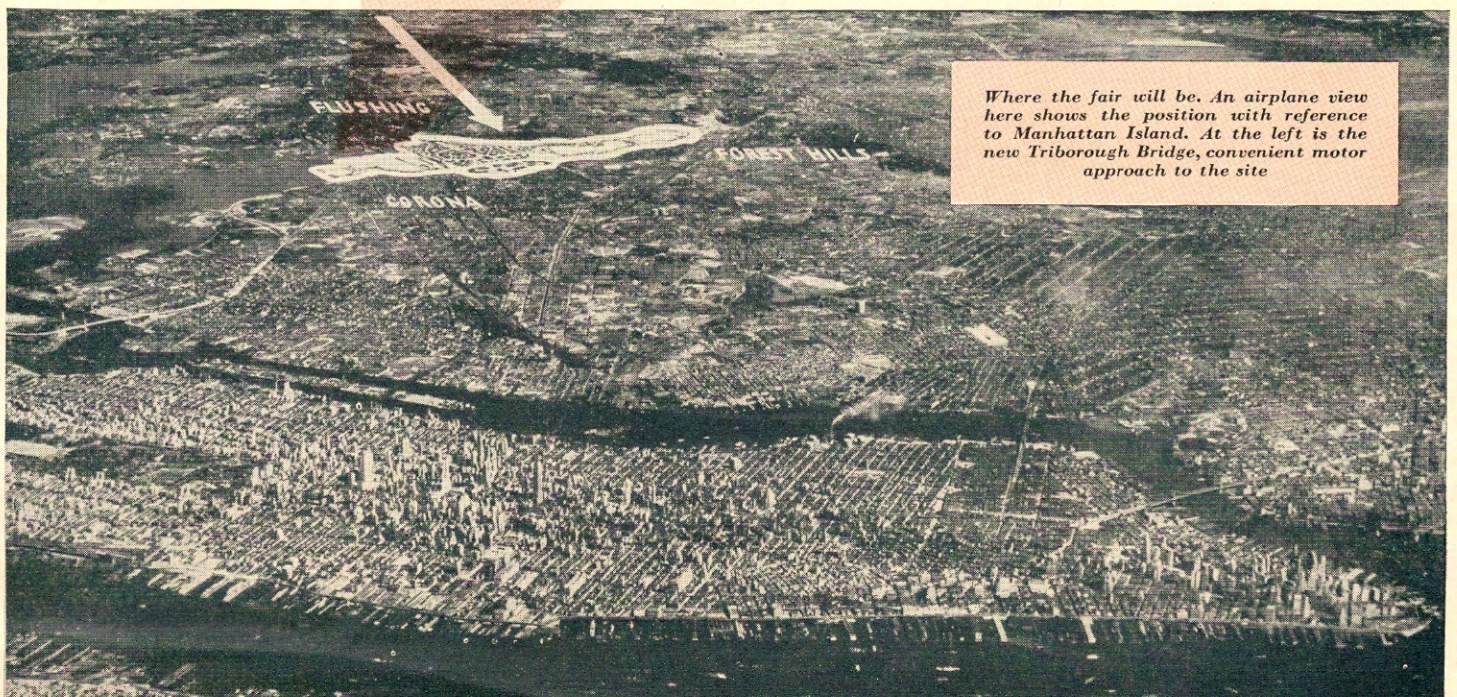
Not only will the world of the future be on display. It will be displayed at a place which you can reach readily and in a way that helps you to see everything in its proper relation to everything else.

ALREADY the transformation from dump heap to show place is far advanced. Six million cubic yards of earth have been moved to transform the 1,216½-acre tract into pleasant rolling terrain, topped with nearly a million added cubic yards of fertile processed "meadow mat." Giant elms, their trunks twenty inches in diameter, have been transported great distances and set in place upon the great plaza, the first of hundreds of glorious shade trees that are to border the avenues and courts of the fair and beautify the district for all time to come.

Present estimates are that at least 300 buildings will be required to house the fair, of which number the Fair Corporation itself will design thirty major structures. The Field Building is already completed. The Administration Building is under way and will be occupied early this fall by the full-time staff of 500 persons. Plans are well advanced for the Hall of Communications, the Hall of Business Administration, and the Exhibitors' Headquarters.

DEDICATED to the stimulation of national industry and the cultivation of international amity, the New York World's Fair promises the greatest attainable entertainment and enlightenment to every visitor. When to it is added the powerful lure of New York City, metropolis of the western world and a city where facilities for amusement and cultural development richly abound, a total appeal results that is calculated to attract visitors from all over the world.

Together, city and fair invite everyone to join this happy throng and avail himself of the many opportunities for enjoyment, inspiration, and personal progress that New York offers in 1939.



Where the fair will be. An airplane view here shows the position with reference to Manhattan Island. At the left is the new Triborough Bridge, convenient motor approach to the site



The Girl Scouts remember!

IT WAS early in 1912, and Juliette Low was about to make her annual descent upon Savannah. Every day aboard ship on the crossing from England, she paced the deck, perfecting a plan to "do something for the girls of America." Though she had married an Englishman, lived in a castle, rode to hounds, and knew the Queen, Juliette Low was completely American. For her grandmother had been captured by the Indians, her father fought in the Confederate Army, and she had eaten her first sugar while sitting on General Sherman's knee when the Yanks occupied Savannah.

As soon as her ship docked at New York, Mrs. Low dispatched telegrams to various friends, saying simply, "be prepared to meet me." Those telegrams marked the beginning of the Girl Scouts of America. Several weeks after Mrs. Low's arrival at Savannah, the first troop was instituted.

In 1913, the new organization opened headquarters in Washington, D. C. By 1916, there were more than 3,000 Girl Scouts in America. During the early years of the Scouts' growth, Juliette Low traveled tirelessly up and down the land, lecturing, organizing, seeking out friends and strangers alike with those cryptic "be prepared to meet me" telegrams.

In this, the silver jubilee year of the Girl Scouts, more than two million women and girls

*In the smoke of their campfires,
in the peace of their "little
houses," Juliette Low's
ideals live on*

in America who have benefited from the work of the Girl Scouts pay tribute to the memory of the founder—Juliette Low.

There are now 400,000 dependable girls who wear the smart green Scout uniform. They are the smiling girls you see carrying flowers to the sick and shut-ins. The sturdy girls you find in the woods cooking over a campfire. The tireless girls who pitch in and help in time of trouble. Girls like those who cleaned and scrubbed, cooked and made themselves generally useful at the relief stations set up to care for the homeless in regions affected by the recent floods.

Any girl between the ages of ten and eighteen who feels the urge to do things may join them. The Scouts meet in troops of sixteen to thirty-two, divided into patrols of six or eight girls. Thus, the troop is the center of several different activities. One patrol may devote itself to singing and dancing, another to cooking or sewing, while the others are active in nature study, drawing, or writing.

In 382 American towns, the Girl Scouts have their "little houses." In some places, an unused schoolroom serves. One "little house" in New England dates back to 1834. Another, seventy-five-year-old farm cottage in Utah, once was a station on the Pony Express. The "little house" in Washington, D. C., is a replica of John Howard Payne's "Home, Sweet Home." In the "little house," the girls learn the basis on which the home rests—"as a source of comfort and contentment for those who live in it."

Last summer, more than 100,000 Scouts learned the joys of camping, some at the end of the bus line, others "out where the blue begins." There were permanent camps for girls who could spend weeks at a time; troop camps for those who could spend days at a time; day camps for those who could not leave home. At camp, they paddled canoes, wrote poetry, studied bird calls, made hunter's stew, and did the myriad other things that make camping out a pretty good preparation for life in a muddled world.

In New England fishing villages, in the mining camps of the Sierras, and in the great cities that lie between, girls of all ages find in the Girl Scouts, under the guidance and companionship of older friends, the kind of work and play they most enjoy. All over the country and all around the calendar, Juliette Low's work goes on.

When it's Tulip Time in HOLLAND Michigan



Like a spot in the Netherlands is Windmill Park during tulip time

By DON C. LYONS

IT IS about 1:30 p.m. on a bright May day. Suddenly, there is a clatter of wooden shoes, as a scouring army of Dutch boys and girls, led by their mayor, advances down the street. The boys are armed with long-handled brushes, which they apply vigorously to the bricks of the city pavement. The girls administer generous portions of scouring powder. A gleaming white street lies behind them, strangely out of place among the usual dirty city pavements one is accustomed to seeing.

No, we are not visiting some quaint old city in the Netherlands, but an energetic little middle western city of some thirty thousand inhabitants of Dutch birth or descent—Holland, Michigan.

May time is tulip time

It is the time of their annual Tulip Festival, where May time is tulip time, and the citizens of this beautiful city are cleaning it up as their forefathers have done of yore, back home in the old country.

The scrubbing army, led by the city

officials, contains many of Dutch descent, and we find in the roll call of this command such names as Klomparens, Vander Broek, Van Tongeren, DeBly, Van Raalte, Mooi, Overbeek, and Kooikers, direct descendants of that band of sturdy Dutchmen who came to America in 1846 looking for a new home. Here, on the shores of Black Lake, they found an ideal spot which must have reminded them of their own Zuider Zee, for only the sand dunes on the western shore of the lake separate the site from the blue waves of Lake Michigan.

When the tulips bloom

For the past eight years, these descendants of the Netherlands have turned their modern American community into an old-world city along about the middle of May, climaxing the previous year's preparation of intensive cultivation of tulips and pageantry, significant of the city's pride in its colorful streets and ancestry. It is a strange thing, to the uninitiated in tulip culture; but these experts can predict months in advance the exact week when the tulips will be at their best. They haven't been wrong on the date yet.

At the appropriate time, the visitor rubs

his eyes in amazement as he enters the city and finds that the majority of the people are dressed in quaint old Dutch costumes; the men in puff breeches (puf broeken) and the women in tight-bodied dresses with wide-spreading, bright-colored skirts and lacy starched white aprons, many of which have been brought directly from the various provinces of the lowlands. The city has taken on an appearance which, as one well-traveled visitor said: "Is Dutchier than the Dutch themselves." Here, one finds a little toddler not more than two years old swaggering boldly along with brightly scrubbed face, typical blue pantaloons, clumping wooden shoes sanded pure white. He holds tightly to the hand of his grandfather, who looks like a Van Rensselaer come to life out of the romantic past.

Tempting koffie kletz

We enter several of the stores, to make various purchases, and are waited upon by clerks in their native Dutch costumes. Racks of wooden shoes hang in front of other stores, and around a corner is a wooden shoe factory, where one may have a pair whittled while he waits. We are tempted to try them



Wooden shoes are more satisfactory than French heels for street dancing

Tall Darwin tulips bespeak true Dutch breeding in their whirl of delicate colors

Circle—Before the scrubbing begins, Holland's mayor leads a parade

Citizens of Holland, in native dress, scour the streets for the Tulip Festival

and go native, but our corns hurt at the very thought of their unyielding surfaces. But we're hungry and eat kofie kletz, babbelaar, and other Hollandsche food which is featured in the bake shops and restaurants.

Millions of tulips

The occasion of this pageantry, which hasn't the slightest taint of commercialism, ballyhoo, or carnival spirit, is the bursting into bloom of millions of tulips. For, in this Holland of America, Queen Tulip, in all her brightly colored robes, rules the day.

As one drives up one street and down another, along the eight miles of tulip lane, as it is called, one is greeted with a continuous riot of color. It is almost impossible to imagine the millions of tulips which are massed in these eight beautiful miles. There are solid rows of lavender, yellow, red, and white along the curbs, where the city fathers have planted three million tulips. All are tall Darwins, which tell of true Dutch breeding.

Two hundred varieties

Here, every home, every garden, every vacant lot is massed in gay tulips. One grower tells us that he has a collection of over two hundred varieties, ranging in color from the brightest crimson of the breeders through the deep purples, bronzes, and the delicate lily-shaped ones in pastel colors. There are tulips in this particular garden

with three-foot stems and others so diminutive that the stem can hardly be found. This latter variety is being cultivated to add to rock gardens.

We stop to admire some particularly vivid tulips in one of the parks, and a charming young lady in a bright yellow flowing dress, crisp white apron and cap steps up. Around her shoulders is a yellow yoke, or, as she said, a bloemenmanden, from which dangle two baskets filled with blossoms. They are ours for the asking.

Children parade in costume

Playing Wilhelmus Van Nassause, a stirring sixteenth-century national air of the Netherlands, a high school band, followed by every school child in the city, marches by the park, dressed in the provincial costume, some with their dogs hitched to tiny milk carts and many carrying yolks from which dangle baskets of tulips.

As we drive out of the little city on our way home, we pass the little Dutch reform church, where the voorzinger is leading his choir in Berg op Zoom, their favorite folk song.

Starting with the planting of tulips in the fall, many months of careful preparation precede this holiday week in honor of the tulip. Millions of tulips, their heritage, make this Holland live in the eyes of the world and in the envy of the tulip fancier and lover.



MRS. BRANSON DE COU

BEAR FACTS

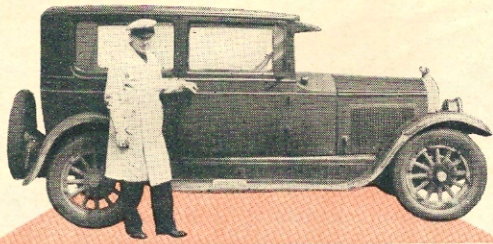
To all intents and purposes, this Yosemite bear is out to discover why motorists are so enthusiastic about the Buick Valve-in-Head engine. But that is wrong. Bruin's interests are not mechanical; they are gastronomical. He has climbed atop the hood for some bits of crunchy popcorn.

Bears, however, are not the principal attractions at Yosemite. Picturesque mountains, giant sequoia trees, flower-padded valleys draw many tourists. Fishing, hiking, horse-back riding are also in order.

Location of the park: about 200 miles due east of San Francisco, California.

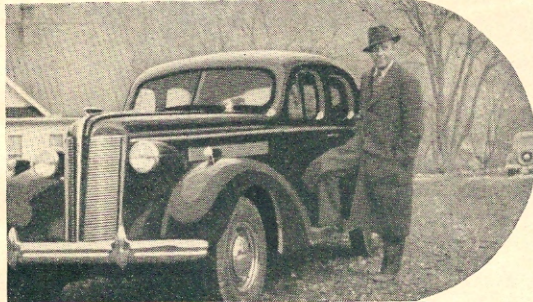
The DOCTOR reports

He says,
"This Buick
forever"

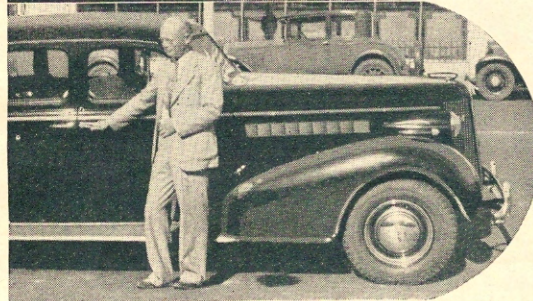


Mr. L. S. Corsen, of Oakland, California, writes: "I own a 1926 Buick that has traveled 311,987 miles and never had clutch, transmission, or rear end out. It still has its original generator, starter, fan assembly, and valves. Mrs. Corsen wants a new 1937 Buick, so I guess I'll have to part with this faithful car. I'm determined to keep it as long as I can though."

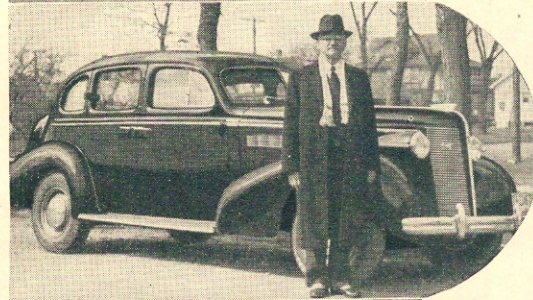
The gentlemen say,
"BUICK'S THE BUY"



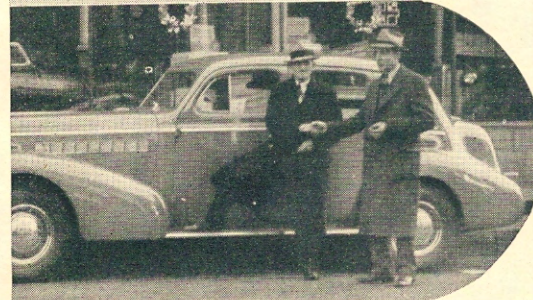
James L. Bottomley, "Sunny Jim" of baseball fame, is the happy owner of this ranch near Bourbon, Missouri. The new Buick is another of "Sunny Jim's" possessions.



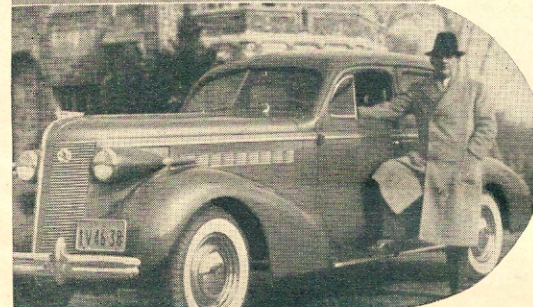
"My 1937 Buick is certainly a superior automobile," says Lieutenant Commander J. D. Halleck, U. S. N., Naval Training Station, San Diego, California.



"I haven't wanted to do a thing but sit at the wheel and drive my new Buick," writes O. W. Coursey, of Mitchell, South Dakota. This is his fourth Buick. Mr. Coursey believes that Buick has no equal among automobiles.



Mr. Bert Malone (left), Wheeling, West Virginia, accepting congratulations on the purchase of his sixteenth Buick, from Mr. E. Z. Welty (right), of the Welty Buick Co. A railroad engineer, Mr. Malone says he buys Buicks for their dependability.



An automobile distributor for many years, William C. (Bill) Poertner, of Mamaroneck, New York, is now the manager of the famous Wingfoot Golf Club. He recently purchased this 1937 Buick sedan from the Glidden Buick Corporation, of New York.

The preference for Buick shown by thousands of American doctors testifies eloquently to Buick dependability.

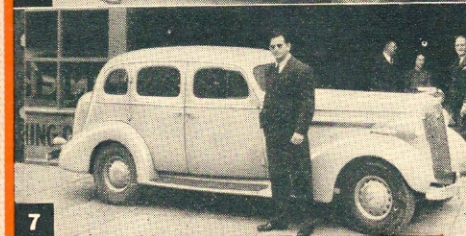
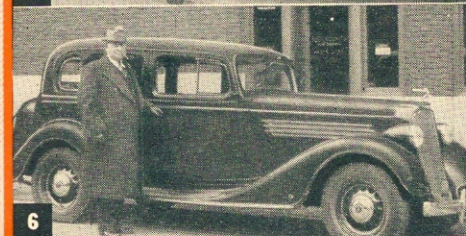
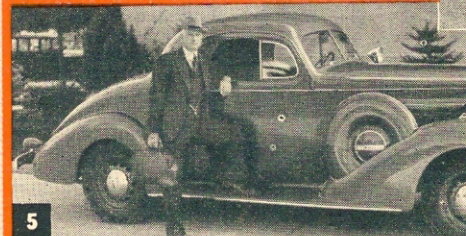
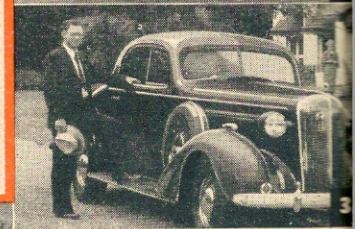
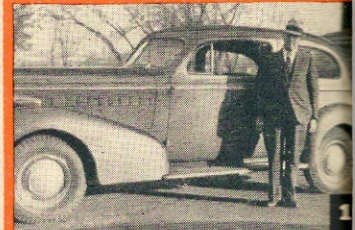
No one has greater need of dependability in an automobile than a physician. He is on call at all hours of the day and night. Frequently, he must rely on his car to save the precious minutes

1 "It's a wonderful automobile," says Dr. Marion E. Sheets, well-known child specialist of Enid, Oklahoma.

2 Writing to Roy Simons, of the Simons-Wiles Co., Dr. Eugene Carbaugh, of Kansas City, Missouri, says, "I want to thank you for the seventeen wonderful automobiles you have sold me—all Buicks and all entirely satisfactory."

3 "I have owned several Buicks, and they have all been entirely satisfactory," says Dr. W. T. Simpson, of Winter Haven, Florida.

4 Dr. James E. Tytler, of New York City, bought his first Buick from the Glidden Buick Corp., in 1912, and has driven Buicks continuously ever since.

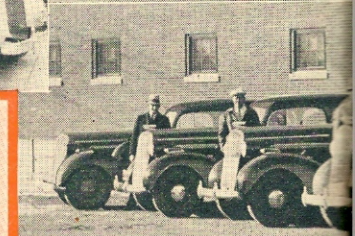
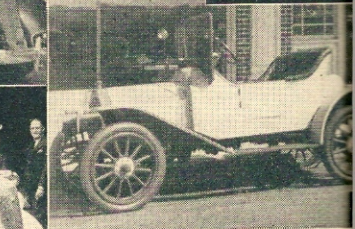
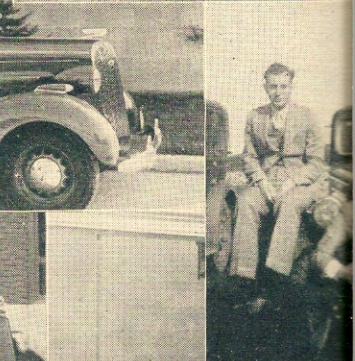


5 "I am driving by far the finest automobile I have ever owned," says Dr. J. G. Shoun, of Canon City, Colorado. This is his nineteenth Buick.

6 Dr. Henry Cook, of Flint, Michigan, purchased a White-streak Buick, in 1910, and has been driving Buicks ever since. "No one," he says, "can appreciate a Buick's value until they have driven it 40,000 miles."

7 "The Buick Century excels all of the numerous cars I have owned as to performance, comfort, and ease of operation," writes Dr. Karl Sarpolis, of Houston, Texas.

8 Dr. H. B. Martin (center), Harrold, South Dakota, is driving his sixth successive Buick since 1923.

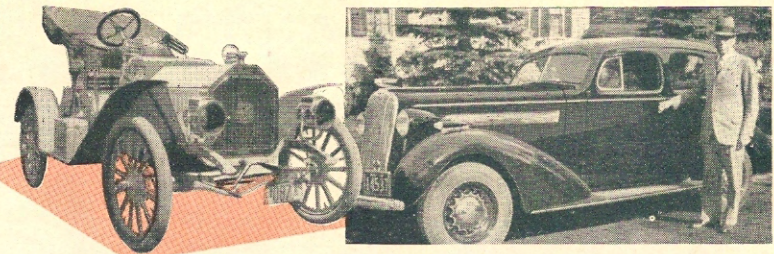


ports, "It's Buick again"

that spell the difference between life and death.

Buick meets the physician's requirements. A succession of Buick models has served many doctors throughout their professional careers.

We acknowledge with pride the testimony of that legion of physicians who know that "When Better Automobiles are Built, Buick will Build Them."

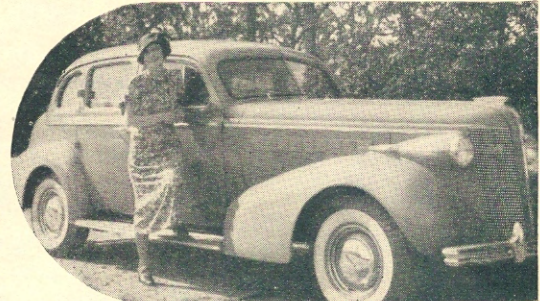


His preference since 1908

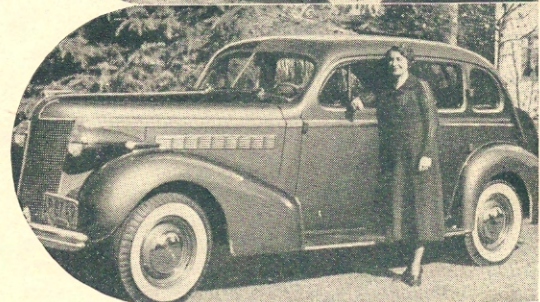
Fifteen Buicks since 1908 is the record of Dr. Charles E. Hills, of South Natick, Massachusetts. Dr. Hills' first Buick was this old 1908 model. "My 1936 Buick is the perfect automobile," says Dr. Hills.

The ladies exclaim, "MOTORDOM'S MASTERPIECE"

Before leaving on a European trip last July, Mr. and Mrs. A. L. Pasquier, of Butler, Pennsylvania, placed their order for a 1937 Buick. Mrs. Pasquier is shown beside the Century sedan delivered upon their return.



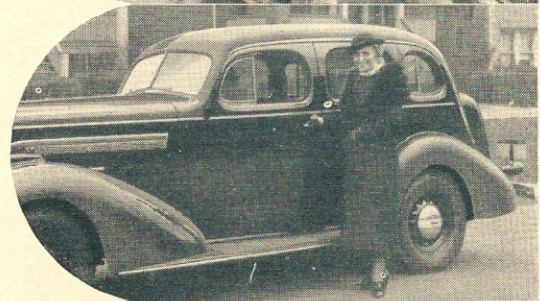
Mrs. Hazel McFarland, of Duarte, California, takes great pride in her 1937 Buick.



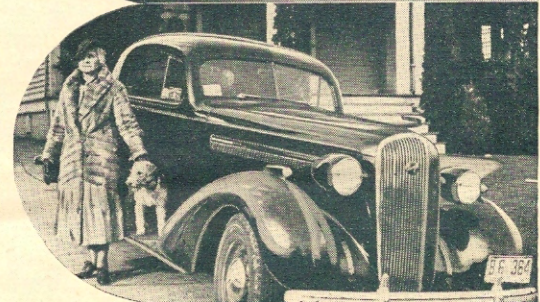
"I have just finished a 7,000-mile trip, and my Buick 61 performed 100 per cent," writes Mrs. J. Peter Eastman, of Manitowoc, Wisconsin.



After driving a 1930 Buick for four years, Mrs. Florence E. Garby, of Chicago, Illinois, traded it in on a cheaper car. This photo shows that she soon decided that "It's Buick again."



Dr. and Mrs. W. B. Penney, of Tacoma, Washington, recently completed an 8,000-mile tour of Mexico, and report, "not a moment's trouble with the 1936 Buick." Mrs. Penney is shown with the dependable Buick, and Corky, the family pet.



15 Suzanne and Buddy Crimm like Daddy's Buick. Their proud father is Dr. Paul D. Crimm, of Evansville, Indiana.

14 Dr. B. C. Kuntzner, of Glendale, California, has owned several Buicks, but is even more enthusiastic over his 1936 coupe than any of the others. Dr. Kuntzner says that Buick comfort and dependability make it the ideal car for a busy physician.

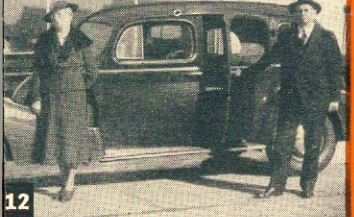
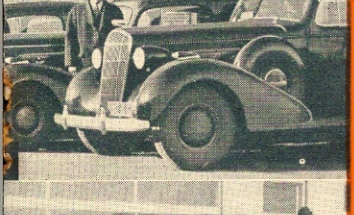
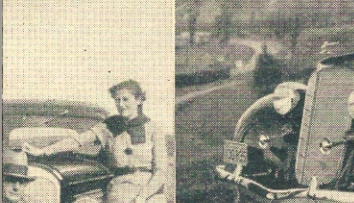
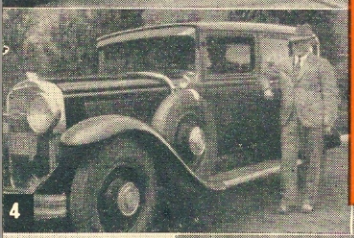
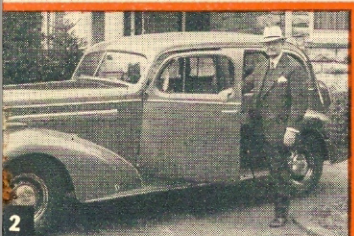
13 A Buick owner for thirteen years, Dr. Robert Lorentz (left), prominent physician of San Francisco, has bought twelve Buicks from Eaton McMillan (right), sales manager of the Howard Automobile Co.

12 Dr. C. B. Barker and his wife, Dr. Pauline Barker, both practicing in Guthrie, Oklahoma, recently bought their fourth successive Buick.

11 Dr. and Mrs. A. O. Schmitt, of Portland, Oregon, report that this is the seventh Buick they have owned in the last twenty-five years.

10 The four Ortman brothers, all doctors, each own a Buick. Doctors N. S., Albert, A. S., and Clarence Ortman, of Canistota, South Dakota, all say that for them "Buick's the Buy."

9 Dr. Albert C. Cobb, of New Bedford, Massachusetts, finds complete satisfaction in his 1936 Buick.





In the laboratory, there are complete facilities for elementary and advanced work in chemistry, physics, and metallurgy. The photograph shows a class at work testing a motor

Builders of

IN THE quiet of many a room in the city of Flint, the midnight oil will burn tonight, as every night, for hundreds of young men who are studying to fit themselves for leadership and achievement in the automobile industry. They comprise the student body of the General Motors Institute, where young men combine classroom and laboratory instruction with factory and office experience to prepare themselves for positions of responsibility in the General Motors organization.

Seated at the luncheon table in the Bachelor's Club, the swank name given the institute's co-operative dining room, a wholesome blue-eyed lad of twenty-two told how he became a student. His history is typical.

"My father died in 1933, just a few weeks after the bank holiday," he said. "I was in my senior year at high school at the time, with several months to go before graduation. As soon as the term ended, I went to see the man who had been my dad's foreman at the Buick plant and told him I needed work. Although the foreman gave me little encouragement, a messenger came to our home from the Buick employment office the next day and told me to report for work.

"I had been on the job several months when my boss asked me if I didn't think it would be a good idea to apply for admission to the co-operative course at the General Motors Institute. He told me that he was willing to approve my application. He said something along these lines: 'You can write your own ticket when you're working for Buick. If you have brains and gumption, there's no limit to how far you can go. Most of the big executives here have risen from the bottom. If you're smart enough to get into the institute for the co-operative course and you make good, you're fixed for life. I'm not saying you'll be general manager by the

time you're thirty, but once this depression is over there will be more Buick cars sold than ever before. In the years ahead, there will be a shortage of men with training and ability enough to take on the job of seeing that the wheels of the organization run smoothly.'

"He told me about our factory manager, who had risen from the ranks. 'It took him twenty-five years to gain the knowledge and grasp of fundamentals to make a success of his job. This game,' he said, 'is bigger and more complex than when he started, and the opportunities are greater and more numerous. The institute is there to help some of you young fellows get a quicker grasp on the things it took the old-timers a generation to learn.'

"That talk set me thinking. I tried to get into the course in engineering fundamentals that fall, and did not succeed, so I took several courses in the night school. In the summer of 1934, I was notified of my admission to the Co-operative Engineering Course of the General Motors Institute, and so here I am. When Dad died, I little dreamed that the passing of four years would find me well on the way to graduating from school as an industrial engineer.

"Well, next year I'll graduate, and I can always be reasonably sure of a pretty good job. If I'm smart enough, maybe I'll get to the top of the heap. I'll sure try to."

The young man is one of over five hundred students, of ages from eighteen to thirty, taking a four-year course in engineering under the co-operative plan of the institute. They come from the homes of mechan-

ics, clerks, day laborers, doctors, lawyers. Many are college graduates.

They have found in the work of the General Motors Institute an opportunity to get specific training in some phase of the work that must be done in the world. They see in the work of the institute a recognition of the fact that our public schools and colleges can only lay the general foundations for life in the workaday world and that definite training for specific jobs must be provided.

THIS institution, which assures constant progress in the future for a great industry by finding and training men with vision and ability, had its beginning in the fall of 1919. In that year, an association of the employees of the industries of Flint organized a school of automobile trades. From a beginning of three hundred and eleven spare-time students taking twelve courses, the school progressed, until in 1923 the evening school and spare-time program was offering two hundred courses of instruction.

In 1923, adequate quarters in the Industrial Bank Building at Flint were provided, and a Buick Service Course organized to train men for servicing and repairing Buick automobiles. The results of this course were so gratifying that a co-operative Buick Service Course was added to the curriculum. Employees of Buick dealers in all parts of the country came to Flint to study and practice the adequate servicing of the Buick and the efficient management of typical Buick Authorized Service stations. The results achieved by these men when they returned

to their jobs were the first real indication of the institute's great possibilities as a place in which the industry's future leaders might be trained and developed.

In 1924, a course in engineering under the co-operative plan was offered. This engineering program of instruction provided for periods of class and laboratory work, alternating with periods of work in the plant, with the students performing duties in the plant that conformed with and made use of the principles taught in the classroom.

BY 1926, the quarters of the institute had become inadequate. The late Harry M. Bassett, then president of the Buick Motor Company, directed the attention of the executive committee of General Motors to the work of the school and its needs. He was a powerful advocate by reason of his intimate relationship with the school from its inception. His report led the corporation to provide a campus and a splendid, well-equipped building for the institute, extending its facilities to men in all divisions of General Motors and expanding its activities. When this program was completed, the school,

known as the Flint Institute since 1924, emerged as the General Motors Institute.

The intervening years have noted its growth as a factor in the future of the automotive industry.

During eleven months of the year, its classrooms and campus teem with activity from eight in the morning until eleven at night. Boys in their teens, taking courses in line with the trade apprenticeships they are following in the plant, mingle with men of mature years appearing at the institute for foremanship training courses.

The curriculum ranges from college grade co-operative courses in various mechanical and technical branches of industry, and advanced courses in accounting, designed for college and business administration school graduates, to hundreds of spare-time courses in job training, semiskilled trades, stenography, bookkeeping, and industrial management and engineering. In fact, the institute offers training courses covering every phase of the automobile industry. More than eleven thousand full- and part-time students were enrolled last year. Extension courses under the auspices of the institute are made available in centrally located points all over America, offering intensive service courses to the staffs of Buick dealers.

The full-time co-operative courses are intended to provide the education and training for the future responsible positions in the manufacturing and dealer branches of the corporation. The high standards of scholarship and the advanced nature of the subject matter in these courses require the fixing of

rigid admission requirements. Without aptitude for the work, supported by ability of a high order, a student cannot hope to complete the courses successfully. The character of the applicant is regarded as carefully as his mental attainments. Before admission, there must be every indication that the applicant is worthy of positions of trust and leadership.

The first two years of the co-operative course cover fundamentals. The required subjects are algebra, trigonometry, analytic geometry, calculus, physics, and chemistry, with particular note given to the phases needed in actual engineering practice. Machine shop methods and practice, practical mechanics, report writing, and English are additional subjects in the curriculum of the first two years. The student attends class thirty-five to thirty-eight hours of every week while at the institute. He must supplement this with many hours of outside study, in order to meet requirements and keep up with his classwork.

For every month of work at the institute, the student devotes a month to work in the plant. This is co-ordinated with the student's classwork, giving him opportunity to use in actual practice the principles being developed in class. Every month, he is obliged to present to his superior in the plant a written report relating the theories being developed in the classroom and the manner in which he has witnessed these theories in use in his work of the previous month.

The student, of course, receives wages for his work in the plant, pays his own expenses at the institute and obtains valuable training in the handling of his personal finances.

In the co-operative student's third and fourth years, the institute provides study and practice in some particular field of automotive engineering or administration. He may specialize in plant, industrial, product, or service engineering. Among the required courses are English, economics, psychology, and cost accounting, assuring a well-rounded business background.

UPON completion of the full course, the graduate finds work in the field for which he is best fitted by his natural aptitudes, as revealed during his periods in the plant and at the institute.

Major Albert Sobey has been the director of the institute since its inception, in 1919. His staff of ninety comprises a faculty of marked ability and attainments. Aside from the regular duties of members of the faculty in their capacity of instructors, they assume an active interest in the personal lives of the students. Each fraternity house or student club has a member of the faculty in residence to serve as a friend and counselor. Each student has a faculty adviser to guide him in the solution of any personal or scholastic problems that may arise.

The boys at the institute, like the pioneers of other days, are finding the trail to a new frontier. They are finding it in hours they devote to study, in attention to their work in the classroom, in devotion to duty and obedience to authority in the plant.

There will come a day when some of these boys will feel the quick, light touch of opportunity beckoning them to leadership and achievement with their reward of honor and wealth.

MEN

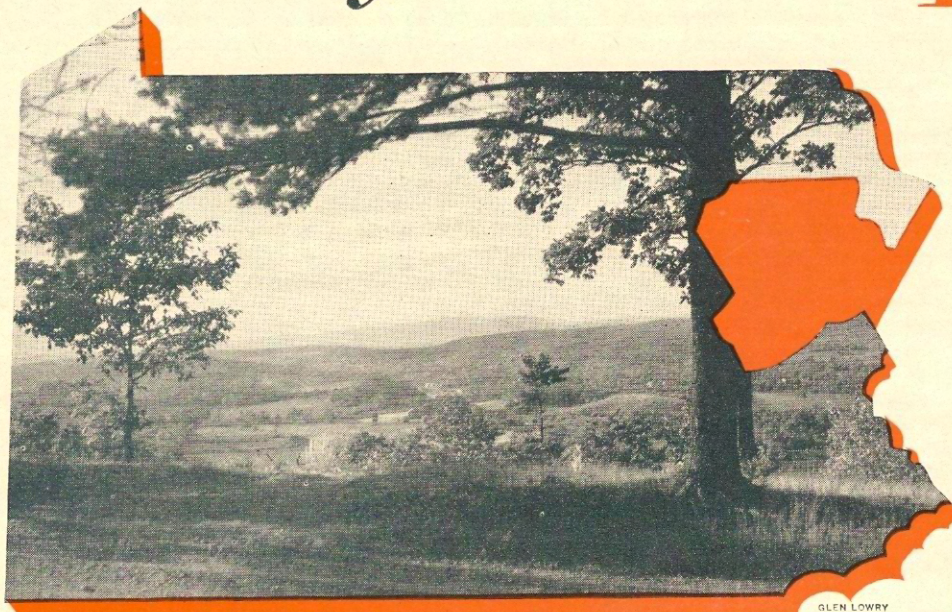


1. In the classrooms of the institute, the students secure a grasp of the fundamentals. This class delves into the intricacies of mathematics, in preparation for courses dealing with the mechanical and technical phases of industry

2. In the plant, the "school of experience" holds sway. This veteran machinist takes "time out" to explain things to his young helper

3. Buick dealers send their men to the institute for the Co-operative Service Course. The superiority of Buick service and the improved methods used by Buick dealers are largely a reflection of the training given here

Pennsylvania's POCONO



Many of the roads in the Poconos offer vistas of loveliness such as this

GLEN LOWRY

In the Pocono Mountains, you'll find woods that abound with game, streams a fisherman's paradise, majestic waterfalls, placid lakes, mountainsides carpeted with laurel, rhododendron, and woods' verdure

THE late Henry Van Dyke, in speaking of the region of the Swiftwater, in the Pocono Mountains, said: "No wonder that Joseph Jefferson loved this pleasant vale hidden among the hills—the birds love it, too—and there are no woods more full of song, no waters more clear and musical, no thickets and meadows richer in ferns and wildflowers than in this vale. The last time I was with him on the stream, he said to me: 'I fished this brook forty years ago and I did not want to die without seeing it again.'"

"Joe" Jefferson discovered the Poconos, in 1859. Here, in the peace and quiet of a summer spent in a little farmhouse, he studied and perfected the role of Rip Van Winkle that made his name immortal in theatrical history.

The Delaware Water Gap, one of the scenic marvels of this country, forms the eastern gateway to the Poconos. Centuries ago, the Delaware River broke through this notch in the Kittatinny Range of the Blue Ridge Mountains, to make its journey to the sea.

The gap is less than three hours by Buick from either New York City or Philadelphia. Highways out of both of these cities extend to Route 611, the well-known Lackawanna Trail which runs through the gap into the Poconos. A gradual ascent over a stretch of about twenty-five miles of scenic and wooded highway leads through the lovely old towns of East Stroudsburg and Stroudsburg on to Mount Pocono, the center of the region. Mount Pocono is about an hour by Buick from Scranton or Wilkes-Barre, both cities linked to points to the north, west, and south by main highways.

Atop Mount Pocono (known to the natives as Big Pocono), the V-shaped depres-

sion of the Delaware Water Gap, clearly outlined, looms large against the sky. To the right, the Wind Gap can be seen. This is the cut in the mountains through which the Lehigh River emerges. On clear days, the low-lying hills of Jersey, sixty miles away, seem to blend into the horizon.

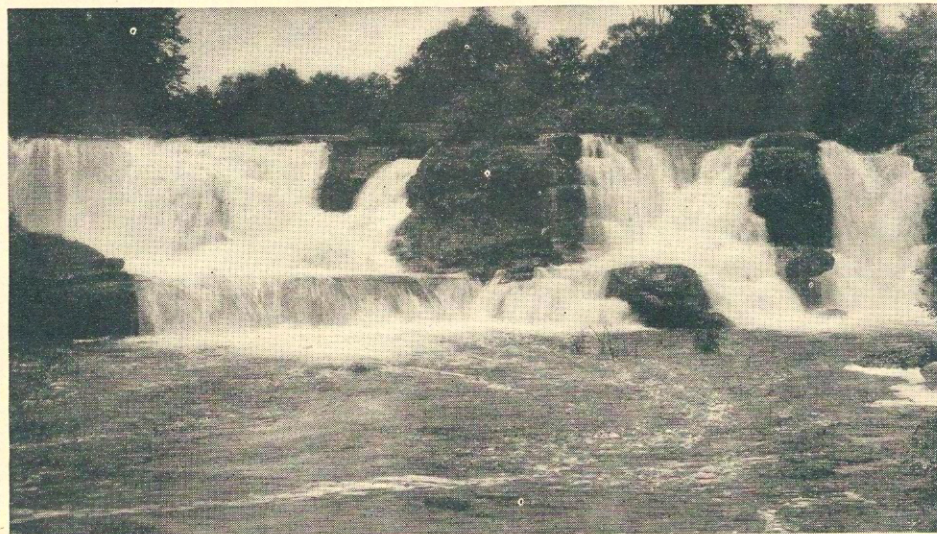
EIGHT HUNDRED square miles in area, close packed with beauty and interest, the Poconos are Pennsylvania's playground. Rolling foothills lead up to towering mountain heights. Myriad streams rush down through wild and rocky gorges, cascading over rocks, foaming over great falls, hurrying, leaping, tumbling on to join the lordly Delaware flowing to the sea.

Forests of pine, hemlock, and spruce cover the mountains. All year 'round, the scent of pine permeates the air, mingled in spring and summer with the odor of laurel and wildflowers, to make the Poconos a place apart.

Even as the scent of pine and laurel are invigorating and bracing, so the physical aspect of the Poconos has the beauty of things strong, rough, and rugged, and not of things sweet, pretty, and well ordered.

The first white men who came to the Poconos found a branch of the great Lenape nation of the Indians settled there. The Indians roaming the Pocono Mountains were known as the Minsies.

Long before William Penn founded Phila-



White water rushing over lovely little Resica Falls

NOS



delphia, the Dutch came down the valley of the Delaware, from New Amsterdam, and settled at Shawnee in the Poconos. In the middle of the eighteenth century, the English began to colonize the region. Penn's heirs gained the hostility of the Indians by using trickery to dispossess the Lenape nation of their natural home in the valley of the Delaware. Frequent raids against the white settlers resulted, culminating in the Wyoming and Cherry Valley massacres. In reprisal, an army under General Sullivan advanced into the Indian strongholds and broke the red man's power forever.

The streams and lakes of the Poconos are pretty much as the red man left them. These lovely waters have continued unpolluted. Trout lurk in the same brooks and bass swim in the same lakes as they did before the white man first saw this pleasant land.

THE well-stocked brooks, streams, and lakes of the entire watershed have long been a point of pilgrimage for serious anglers. Saw Creek, Pocono Creek, the East and West Broadheads, McMichaels Creek, Cherry Creek, and the Lehigh are a scant few of the trout streams that fishermen tell tall tales about.

Bass, pickerel, wall-eyed pike, pike, and a countless variety of other game fish await fly and bait in Saylor's Lake, Long Pond, Naomi Lake, Pocono Summit Lake, and Pocono Lake Preserve. The Delaware River offers splendid bass fishing. Though the natural setting of these lakes and streams

Trout abound in miles of lovely streams

is unspoiled, all are easily accessible. In the autumn, the Poconos are not only a place of gorgeous colors but a "happy hunting ground." Here, the hunter finds deer aplenty, and an occasional bear as well. Small game, rabbits, hares, woodchuck, and squirrel abound. Ruffed grouse rise in the woods and dells. The Poconos help to make Pennsylvania's hunting world famous.

A DAY of golf, when springtime has touched the Poconos, is a day long to be remembered. The golfer will find many interesting courses: five of eighteen holes, one of twenty-seven holes, and several nine holes. He may look up after his drive and see a handsome buck stalking away in the distance. In the summer months, laurel, columbine, and wildflower clothe fairway, green, and rough on many of the courses.

As the days grow warmer in the ripening June sun, Mount Pocono has its Laurel Blossom Time, when all the world is invited to a fete of two weeks' duration, marked by a round of social events and climaxed by the coronation of the Queen of Laurel Time.

THERE is no particular holiday season in the Poconos, however. For the mountains are always there. Buck Hill Falls, a waterfall as deep as Niagara, is always there. Bushkill Falls, lovely in the summer, finds added beauty with the coming of winter's ice.

For a day of sight-seeing in your Buick, for a few days in the pursuit of your favorite sport, for a prolonged vacation amid scenes of peace and beauty, Pennsylvania's Poconos are a delight and a tonic.

THIS MONTH IN AMERICAN HISTORY

ACT I, SCENE I

WHEN 104 Englishmen established Jamestown, Virginia, May 13, 1607, they could claim only a tiny peninsula in a vast and hostile wilderness. Ninety-two years later, when the seat of government was removed to Williamsburg, the colony was a settled domain with a white population of 50,000.

Jamestown thus stands for a century of dreary struggle, languishing hopes, and but the meager beginnings of success. Yet the record is a glorious one. American history really begins at Jamestown, all that goes before being but a prologue to the drama. At Jamestown, the tireless energy of Captain John Smith asserted itself to save the tiny settlement from destruction. Here, the first representative legislature met in America, when the Virginia House of Burgesses convened in the wooden church, in 1619. Here, John Rolfe developed a method of curing Virginia tobacco for the London market and provided the basis for Virginian prosperity.

From Jamestown, all the affairs of the Old Dominion were administered in those troubled years, while the great plantations were extended farther and farther up the James, Appomattox, and York rivers. It was to Jamestown that Nathaniel Bacon led the frontier farmers, in 1676, in American democracy's first organized demand for a voice in the government.

Today, you will find that the site of Jamestown is an island, the hungry river having long ago eaten across the peninsula. But a sturdy wall has stopped the stream's encroachments and preserved this historic ground for posterity. The ruins of the old Jamestown church tower still stand, and a marble shaft marks the location of the first settlement.

With near-by Williamsburg and Yorktown, Jamestown holds high place as a national shrine. As the cradle of English settlement and organized representative government in America, it stands supreme.

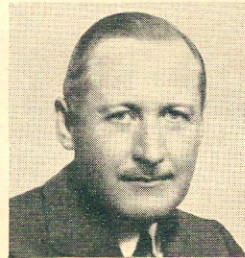


The old church tower at Jamestown

NATIONAL PARK SERVICE

THE Buick Forum

By *H. H. Curtice*
 President and General Manager
 Buick Motor Division
 General Motors Sales Corporation



A meeting place for the friendly discussion of topics that concern the Buick owner and all of Buick's other friends

The Forward Look

TWO YEARS from now, thousands of people will wander down the broad avenues of New York City's great world's fair and marvel at the wonders of the world they live in.

"Surely," they will say, "these are amazing times! They didn't do things like this in the old days!"

How wrong they will be! For that great exposition of two years hence will exist only because long years before its gates opened someone had an idea.

Millions will gaze upon the latest developments of science and industry and the arts, only because someone, long before, whipped up interest and enthusiasm in that idea to the point where men said, "We will do it!"

Already, as this is written, months of hard work have gone into the pure preliminaries of this great enterprise. A site had to be found. Plans had to be drawn. Transportation had to be arranged. Huge sums had to be raised. For what? To bring to reality someone's dream for the future!

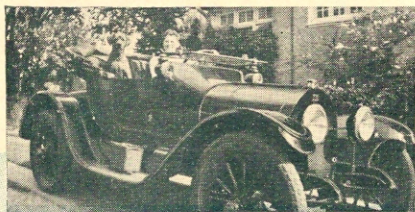
It is easy for us now to look back smugly on the past and the poor benighted people who lived in it. It is easy for us to become a little chesty over the fine things we enjoy today and to wonder how those of other days put up with what little they had.

The truth is we would never have what we have today were it not for the vision and enterprise and forward looking of those who lived and worked before us. All that the present is, is rooted in the past—all that the future is to be, is rooted in today.

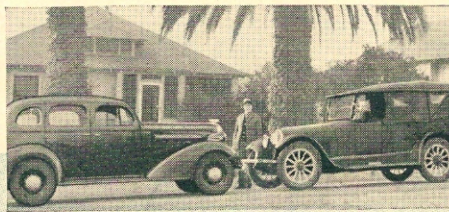
And the future will be greater than today as today is greater than the past for just one reason. Somewhere, there are men who are looking forward. Somewhere, there are men who are making plans, slaving away at "impractical" tasks, laying the foundations for new things to come.

Because the forward look never dies. Always, no matter what comes, there will be those of vision who see into the future and prepare for it. That is what brought us this far. That is what will carry us even further.

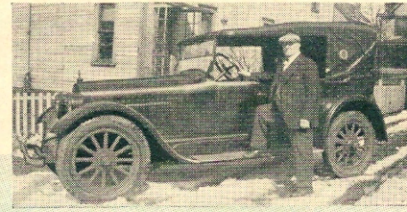
GENERATIONS OF PROOF



Both his fine dog and his 1914 Buick faithfully serve George M. Hughes, of Upper Darby, Pennsylvania



Nelson H. Charter, of Monrovia, California, drove the old 1919 Buick (right) on a 12,000-mile tour



Thomas B. Metheny, of Beaver Falls, Pennsylvania, has driven his 1923 Buick more than 150,000 miles

AUTOMOBILE registrations show that more than one half the Buicks built in the past thirty-four years are in use today.

This means that thousands of Buicks built ten and even twenty or more years ago are still faithfully serving their owners, long after cars of lesser stamina have gone to the scrap heap. The proof of Buick durability afforded by registration figures is corroborated by the statements of Buick owners.

For instance, consider the sturdy Buick Four, of which its owner, George M. Hughes, of Upper Darby, Pennsylvania, relates: "My 1914 Buick, licensed and inspected under the laws of Pennsylvania, is in fine shape for a

car in its twenty-third year of existence. Incidentally, I own and operate a standard 1927 Buick coupe which is still going strong."

Nelson H. Charter, of Monrovia, California, is seventy-three years of age. Neither his own years nor the fact that his Buick had seen seventeen years of service at the time deterred Mr. Charter from setting out on a 12,000-mile journey. He reports that his 1919 Buick "traveled 12,000 miles through twenty-four states, averaged fourteen and one half miles to the gallon of gasoline, with an oil change every 1,200 miles, and required no adjustments or repairs of any kind."

Thomas B. Metheny, of Beaver Falls, Pennsylvania, born in 1858, was an engineer on the Pennsylvania Railroad until he retired on pension a few years ago. He has driven his Buick touring car more than 150,000 miles since he purchased it, in 1923. Mr. Metheny reports that he has been driving automobiles for thirty years and that five of his cars have been Buicks. He writes: "The crankcase has never been off this car since it left the factory, in 1922. I have had to buy only two sets of spark plugs for it. My grand old Buick is able to travel about fifty-five miles an hour and still climbs the Pennsylvania hills with ease."

The Buick Magazine is published monthly by the Buick Motor Division, General Motors Sales Corporation, Flint, Michigan, in the interests of Buick owners and other motorists everywhere. Editor: H. H. Curtice, president and general manager, Buick Motor Division. Associate editors: W. F. Hufstader, vice-president and general sales manager, Buick Motor Division; T. H. Corpe, director of advertising and sales promotion, Buick Motor Division. The Buick Magazine is fully protected by copyright, and nothing that appears in it may be reprinted without special permission. The Buick Motor Division assumes no responsibility for unsolicited contributions to The Buick Magazine, except to accord them courteous attention and ordinary care. All correspondence relating directly to The Buick Magazine should be addressed to The Buick Magazine, Buick Motor Division, General Motors Sales Corporation, Flint, Michigan.



"It will climb hills like a mountain goat," wrote Buddy Pratt. Buddy's face reflects his pride in the new Buick

An American Boy's Tribute to BUICK

A LITTLE while ago, Buddy Pratt's father bought a new automobile. Buddy's family lives in Joplin, Missouri, but Sister Kitty is a student at the University of Missouri, and was away from home when Dad bought the new car. So the thirteen-year-old boy wrote Kitty a complete description of the new family Buick.

Dear Kitty:

I just thought I'd tell you about the car. As Mom said, it's a Buick 61, and is it a doll! It has two spares and a trunk big enough to put all the dogs in this block in it. It's got a Buick heater that would warm our whole house. And the heater is fixed so that it will only run when the engine is running. You can't leave it on and run down the battery.

There are two starters, one hooked up with the throttle and the other with the dash board.

It has a horn rim ring, a chromium ring about half way between the steering wheel and the steering column. It's fixed so that you can honk the horn without taking your hand off the wheel. Also, you can honk the horn in the regular way, with the button.

We took Granny riding yesterday, and she said the car was just made for her. She could sit with her feet on the floor and her back against the back of the seat.

And as for riding! That car has anything else beaten a thousand ways. Yesterday, we were driving over some of the Missouri backwoods roads, and I was reading a book.

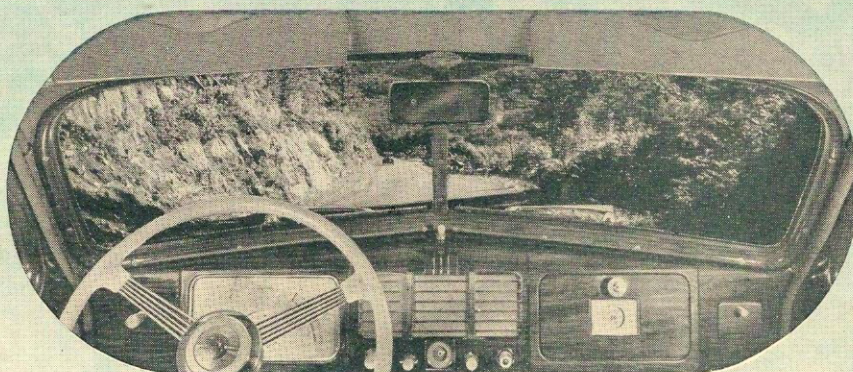
And say, about the engine. It really is a honey. It's got 130 horses in it, and it will climb hills like a mountain goat. You know the hill by Wilsons? Well, Dad didn't even look at the gear shift.

That car has a pickup better than any car Earl ever saw, and you can tell him that.

Yours till you hear otherwise,

Bud

AN IDEAL DRIVING COMBINATION

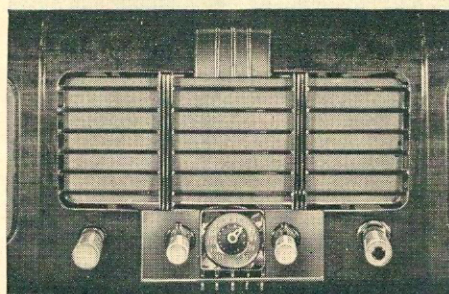


- Your destination seems nearer and your ride more enjoyable when you have the companionship and entertainment of a Buick radio. For tone color—clearness and richness to satisfy the most critical ear—Buick radio reproduction is comparable only to the finest console receiver. From sportcast to symphony, rhythm to romance—all the wealth of the ether waves is yours at the turn of a dial. Buick Centerline and Buick Centerline Dual radios are built for discriminating owners who demand more than ordinary radio performance.

From insulated running board antennae to instrument panel grille and control, there is no makeshift or compromise in performance or appearance.

SUPPLEMENTING THE PRIDE AND PLEASURE of Buick Ownership

Such advanced features as iron core transformers, automatic bass compensation, interference eliminators, and acoustic balance contribute to quality and brilliant performance. And, of course, the Buick radio was engineered with and for the Buick car.

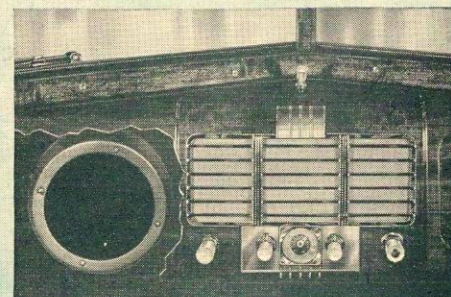


Buick Centerline Radio

- Installs behind the instrument panel and becomes an integral part of the car. The speaker is built into the receiver and mounts back of the instrument panel grille.

Buick Centerline Dual Radio

- A de luxe instrument for those who desire the utmost in power and performance. A separate dash speaker balanced with the instrument panel speaker gives added power.



- A genuine Buick radio is truly a fitting companion for you and your Buick. Enormous volume, due to enthusiastic acceptance by Buick owners everywhere, makes possible the very moderate price.

SEE YOUR BUICK DEALER TODAY

HEADQUARTERS *for your motoring needs*



YOU GET
A BETTER
USED CAR
FROM A
BUICK DEALER

... and better values in new cars, accessories, service

• With demand for the 1937 Buicks zooming to a new high peak, the choicest used car buys for miles around are rolling in to us. We offer you a wider selection, a greater price range than ever before.

Those are good reasons for buying a used car here. Even more important to you, however, is the fact that we stake our reputation on every used car sale. We are in business to stay. Your good will is our greatest asset. We can protect it only by giving honest value. Our self-interest is your assurance that you'll get a better used car from us.

For new cars: "It's Buick again!"

If your heart's set on a new car, let's show you the Buick Special, lowest priced four-door sedan in Buick history. Or come for a thrilling spin in the Buick Century. Try that big boss of the highway, the Buick Roadmaster, or settle back in the ultimate luxury of the exclusive Buick Limited. They're values, every one of them, with smooth, thrifty, straight-

eight, valve-in-head power and all of Buick's time-proved features.

Service that only your Buick dealer can give

Here's the place to come for value in service too. In our service department, you'll see the symbol that only a Buick dealer may use: *Buick Authorized Service*. That means servicemen with factory-supervised training; genuine Buick parts; special Buick tools—a combination that assures you of thorough, expert, reasonably priced service.

Accessories that only your Buick dealer can supply

Here's the place to buy the radio for your car; the seat covers to protect upholstery from summer dust; bumper guards; vanity mirrors; and other useful accessories. You'll find them styled to harmonize with your car and built to Buick standards in every detail.

HOWARD AUTO CO. OF LOS ANGELES

Telephone: Prospect 5011

1367 So. Figueroa St., Los Angeles, Calif.

R-3077